Number of Participants: 12

Key Discussion Points:
Partnerships are critical to ensuring our students reach their full potential as they prepare for their future.

Partnerships need to be mutually beneficial for both involved entities.

A broad scope of partnerships exist across the University, general categories include
1. Education partnerships
2. Service partnerships
3. Vendor partnerships
4. Private foundation partnerships
5. Nonprofit partnerships

A heightened awareness across campus of existing partnerships could result in more coordinated efforts that would directly benefit our students. Aligning strong programs, connections, and opportunities to external support would also increase student opportunities and increase university recognition around partnerships.

There is value in considering ‘students’ across a continuum that includes future students, current students and alumni:
- Partnerships can be used as a solid marketing tool to encourage future students to attend Minnesota State Mankato and gain relevant experiences;
- Partnerships already provide current students with quality opportunities; increasing the number and depth of the opportunities would serve to strengthen students’ learning, employability, and personal growth;
- Partnerships can provide opportunities for graduates by connecting alumni with work experience to partners who are looking to fill positions and opportunities that require a certain amount of demonstrated work experience.

Recommended Actions or Next Steps:
We propose a new challenge for Integrated Marketing: Help the University develop University-wide branding focused on Partnerships.